

Dennis J. Zhang

CONTACT INFORMATION

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ACADEMIC POSITION

Washington University in St. Louis

Assistant Professor of Operations & Manufacturing Management **2016 - Present**

EDUCATION

Kellogg School of Management, Northwestern University

Ph.D., Operations Management 2012 - 2016

Ph.D. Committee: Jan A. Van Mieghem (Chair), Gad Allon, Itai Gurvich, Yi Qian.

M.S., Operations Management 2012 - 2013

University of California, at Los Angeles (UCLA)

B.S., Electrical Engineering/Computer Science (Summa cum laude) 2008 - 2012

B.S., Mathematics (Summa cum laude) 2008 - 2012

RESEARCH INTEREST

Field Experiments, Platform Operations; Online Marketplaces; Empirical Operations; Behavioral Operations; Revenue Management and Machine Learning.

PUBLICATIONS

1. Ruomeng Cui, Dennis J. Zhang and Achal Bassamboo, "Learning from Inventory Availability Information: Evidence from Field Experiments on Amazon," **Management Science**, 2017.
2. Jun Li, Dennis J. Zhang and Ruomeng Cui, "A Better Way to Fight Discrimination in the Sharing Economy," **Harvard Business Review (digital)**, 2017.
3. Ruomeng Cui, Antonio Moreno-Garcia, Santiago Gallino, and Dennis J. Zhang, "The Operational Value of Social Media Information," Forthcoming in **Production and Operations Management**, 2017.
4. Dennis J. Zhang, Gad Allon, and Jan A. Van Mieghem, "Does Social Interaction Improve Service Quality: Evidence from Field Experiments on Massive Open Online Education," **Manufacturing & Service Operations Management**, 2016.
5. Dennis J. Zhang, Itai Gurvich, Jan A. Van Mieghem, Eric Park, Mark V. Williams, and Robert S. Young, "Hospital Readmission Reduction Program: An Economic and Operational Analysis," **Management Science**, 2016.
 - Winner, 2014 POMS College of Healthcare Operations Management Best Paper Award.
6. Dennis J. Zhang, Jiadong Wang, Shayan Garani Srinivasa, and Lara Dolecek, "Achieving Flexibility in LDPC Code Design by Absorbing Set Elimination," In *Proc. Asilomar Conference on Signals, Systems, and Computers*, 2011.

WORKING PAPERS
AND PAPERS
UNDER REVIEW

1. Ruomeng Cui, Jun Li and Dennis J. Zhang, “Discrimination with Incomplete Information in the Sharing Economy: Evidence from Field Experiments on Airbnb,” 2nd round major revision at **Management Science**.
 - Winner, 2017 Behavioral Operations Management Best Working Paper Award.
2. Jun Li, Antonio Moreno-Garcia, and Dennis J. Zhang, “Agent Behavior in the Sharing Economy: Evidence from Airbnb,” major revision at **Management Science**.
3. Dennis J. Zhang, Hengchen Dai and Lingxiu Dong, “How Does Dynamic Pricing Affect Customer Behavior on Retailing Platforms? Evidence from a Large Randomized Experiment on Alibaba,” major revision at **Management Science**.
 - Finalist, 2018 POMS Applied Research Challenge
 - Honorable Mention, 2018 POM-CBOM Junior Scholar Competition
4. Hengchen Dai and Dennis J. Zhang, “Vicarious Goal Pursuit Outweighs Herding in Crowdfunding: Evidence from Kickstarter.com,” risky revision at **Journal of Marketing Research**
5. Gad Allon and Dennis J. Zhang, “Managing Service Systems in the Presence of Social Networks.”
6. Zhenling Jiang, Dennis J. Zhang and Tat Chan, “Effects of Bonus on the Demand for Auto Loans and the Long-Term Consequences.”
7. Lamar Pierce, Laura Wang and Dennis J. Zhang, “Peer Bargaining and Productivity in Teams: Evidence on the Inequitable Division of Pay.”
 - Finalist in the Competition at the 2018 Wharton People Analytics Conference
8. Dennis J. Zhang, Hengchen Dai and Lingxiu Dong, “The Value of Pop-up Stores in Driving Online Engagement: Evidence from a Large-scale Field Experiment with Alibaba.”

MEDIA COVERAGE

1. “Want to Improve Your Sales Forecast? Check Your Companys Facebook Feed.” September 2017, *Kellogg Insight*
2. “What Makes an Online Flash Sale Successful?” June 2017, *Kellogg Insight*.
3. “No simple fix to weed out racial bias in the sharing economy,” March 2017, *The Globe and Mail*.
4. “New Research Looks At Ways To Help Stop Airbnb Racial Discrimination,” March 2017, *National Public Radio (NPR)*.
5. “Study: How new Airbnb nondiscrimination policy may be worse,” January 2017, *the Source, Washington University in St. Louis*.
6. “A Gentle Nudge Can Increase Participation in MOOCs,” December 2015, *Kellogg Insight*.
7. “Could Email Fix A Troubled Form of Online Education?” December 2015, *ChicagoInno*.

CASE STUDIES

Sivakumar Chinniah, Dennis J. Zhang and Jan A. Van Mieghem, “Morton Grove Pharmaceuticals. Acquisition case.” (2014)

RESEARCH
PRESENTATIONS

Invited Talks

Academic Year 2017 - 2018:

Universities:

- Harvard Business School (October, 2017)
- Johnson Graduate School of Management, Cornell University (January, 2018)
- Kellogg, Northwestern University (February, 2018)
- UCLA Management and Organizations (February, 2018)
- HKUST Business School (March, 2018)
- Massachusetts Institute of Technology (Expected May, 2018)
- Imperial College Business School (Expected May, 2018)
- London Business School (Expected May, 2018)

Companies:

- Cainiao (July, 2017)
- VIPKID (March, 2018)
- Alibaba (Expected June, 2018)
- Kuaishou (Expected July, 2018)

Academic Year 2016 - 2017:

- Alibaba (January, 2017).
- Kellogg School of Management, Northwestern University (February, 2017).
- HKUST Business School (March, 2017).
- NYU Shanghai (March, 2017).
- Fudan University School of Management (March, 2017).
- University of Science and Technology of China (March, 2017).
- Olin Business School, Washington University in St. Louis (April, 2017).

Academic Year 2015 - 2016:

- Ross School of Business, University of Michigan (December, 2015).
- Yale School of Management (January, 2016).
- Kelly School of Business, Indiana University (January, 2016).
- UNC Kenan-Flagler Business School (January, 2016).
- Fuqua School of Business, Duke University (February, 2016).
- Tepper School of Business, Carnegie Mellon University (February, 2016).
- Olin Business School, Washington University in St. Louis (March, 2016).

Conference Presentations

2018: 13th Utah Winter Operations Conference; POMS 2018; Behavioral Decision Research in Management 2018.

2017: Denver Network Platform and Mechanism Design Conference; Marketplace Innovation Conference 2017; POMS 2017; M&SOM 2017; Behavioral Operations Conference 2017; INFORMS 2017.

2016: Advances with Field Experiments 2016; INFORMS 2016; POMS 2016.

2015: Workshop on Empirical Research in Operations Management 2015; INFORMS 2015, POMS 2015.

2014: INFORMS 2014; POMS 2014.

TEACHING
EXPERIENCE

Washington University in St. Louis

- Instructor for “**Operations Management**” – Core Undergraduate class
 - 2017 Session 1 (48 students) Teaching Evaluation Median: 9 out of 10.

- 2017 Session 2 (48 students) Teaching Evaluation Median 10 out of 10.
- 2016 Session 1 (55 students) Teaching Evaluation Median: 9 out of 10.
- 2016 Session 2 (55 students) Teaching Evaluation Median: 9 out of 10.

Coursera

- Head TA for “**Scaling operations: Linking strategy and execution**”

Kellogg School of Management, Northwestern University

- Instructor for “**Machine Learning for Operations Management**” – PhD-level 2014-2017

PROFESSIONAL
EXPERIMENT

Google

Software Engineer PhD Intern (Rephil Team) **2015 Summer**

Software Engineer PhD Intern (Smart Ads Support System Team) **2014 Summer**

Five Rings Capital

Quantitative Trading Intern **2011 Summer**

Symantec

Part-time Software Developer **2009 - 2010**

Qualification Assurance Intern **2009 Summer**

OTHER

Programming Languages: C, C++, Java, Python, R and Julia.